MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2022/2023

DDM 5117- DIGITAL MEDIA AND CULTURE

(All group/section)

6 OCTOBER 2023

9:00 a.m. – 11:00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **ONE** page with ONE section only.
2. Answer **ALL** questions in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [40 MARKS]

Instructions: Answer **ALL** questions in this section.

1. One of the earliest and most important models of communication is the Shannon-Weaver model. A systematic explanation of how the Communication process can be used, even in a digital medium, is provided by the Shannon-Weaver model. Please use examples from the digital media context to describe the **FIVE (5)** essential components of this concept. (10 marks)

2. Digital Media has evolved through various phases since its inception. Briefly explain below

   a) Describe the **key differences** between traditional media and digital media. (4 marks)

   b) Discuss **THREE (3)** significant ways in which digital media has transformed the way we consume and interact with information and provide examples. (6 marks)

3. Social Media is a key part of the Digital world and plays a role in society's interaction today.

   a) Elaborate on how social media platforms influence the formation of online identities. (4 marks)

   b) Provide **TWO (2)** positive and **TWO (2)** negative effects of online self-presentation through social media. (4 marks)

   c) How can individuals maintain a healthy balance between their online and offline identities? (2 marks)

4. Influencer Culture is a trend that has emerged with the advent of social media and the persuasive capabilities of the speakers has moved products and services across the digital world.

   a) Explain how influencer culture has emerged with the rise of digital media. (2 marks)

   b) Discuss **TWO (2)** benefits and **TWO (2)** criticisms of influencer culture on society with examples (8 marks)

End of Paper